

CALIFORNIA APPRENTICESHIP COUNCIL

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**PUBLIC RELATIONS & PUBLICITY
COMMITTEE MEETING
MINUTES**

Thursday – October 30, 2008 8:05 a.m.

I. Call To Order/ Roll Call

The meeting was called order by Chairman Cedric Porter at 8:05 a.m.

Members present: Cedric Porter, Anne Quick, Donna Bechthold and Acting Chief Glen Forman.

Members absent: Les DenHerder

Review/Approval of the minutes of July 30, 2008

A motion to accept the minutes was made by Commissioner Quick and seconded by Acting Chief Glen Forman. The minutes were approved.

II. Strategies, Goals and Better Ways to Market Apprenticeship

- The floor was yielded to Renee Bacchini who delivered an update on the status of the Departments' Apprenticeship Awareness video campaign targeting youth. This project is being held up due to State budget funding. Renee then presented a recent article from the Sacramento Bee newspaper which highlighted the Public Works Projects are moving forward even through the economic downturn, and she believes that this is an opportunity to educate employers and Awarding Agencies about apprenticeship and its requirements.
- There was spirited participation from not only the committee, but from everyone present; agreeing that new employers as well as present Public Works employers need to not only be advised of the State mandates on apprenticeship, but also be held accountable for their violations of the laws. Many ideas were offered up including more stringent penalties, increased enforcement, continued education for new employers, and better enforcement models.
- Ms. Bacchini also presented the "I Built It" postcards which will be delivered to one-Stops and Apprenticeship programs which will further promote apprenticeship throughout the State. She also reported that a Public/Private partnership has been created for Healthcare Construction and the DIR has website information for the purpose, and that a new link has been created for the purpose of announcing which Cal Trans Bond Measure projects have been released. (www.dir.ca.gov/das/DIRCalTrans.htm)
- Chairman Porter asked the Program representatives who were present, if they had any Outreach efforts to report. No reports were given.

III. Adjournment

The meeting adjourned at 8:41 a.m.